

**CIHM
Microfiche
Series
(Monographs)**

**ICMH
Collection de
microfiches
(monographies)**

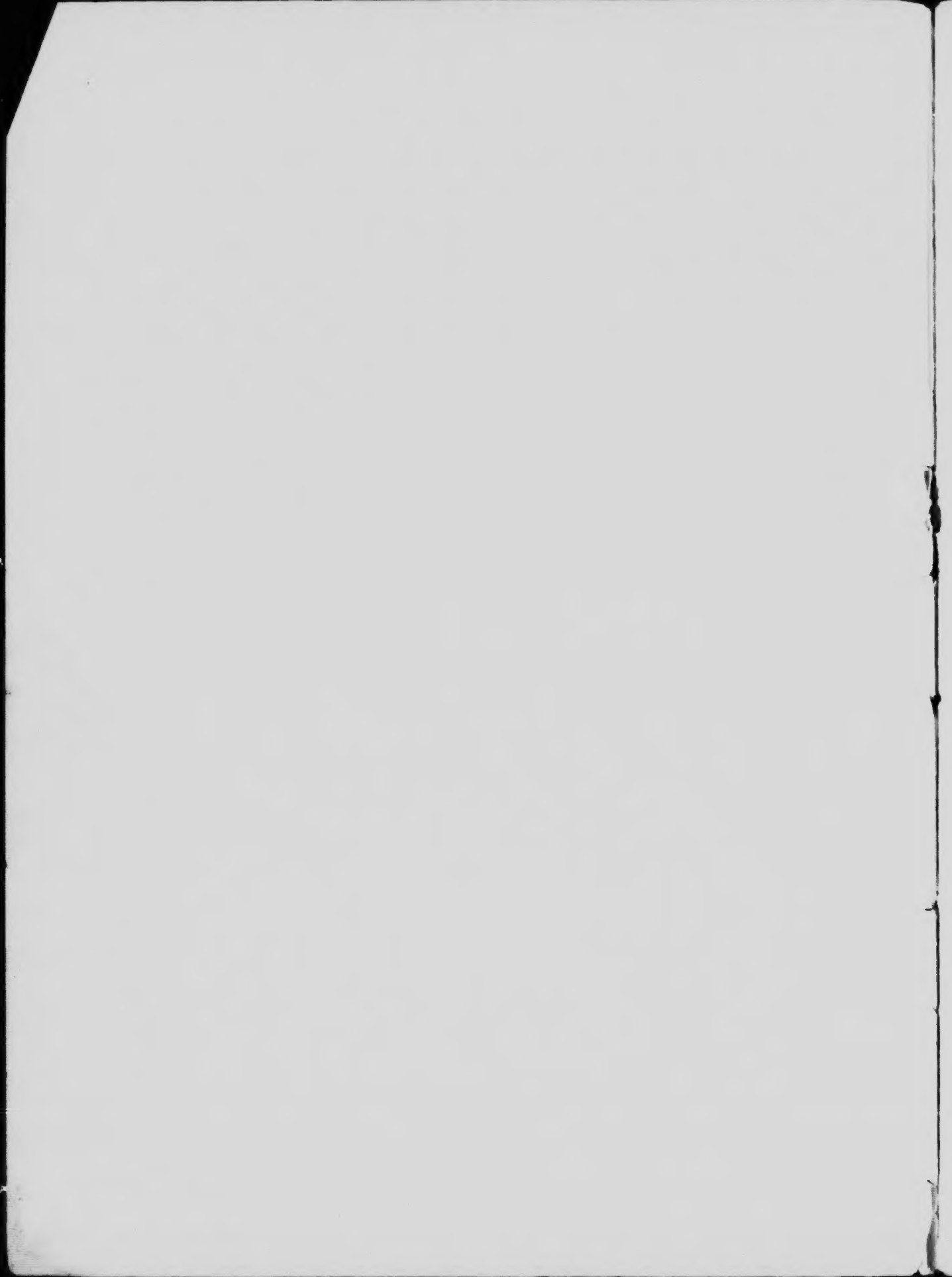


Canadian Institute for Historical Microreproductions / Institut canadien de microreproductions historiques

© 1997

1580
1577.





THE
FIFTIETH
ANNIVERSARY

1858-1908

NERLICH & CO
TORONTO CANADA



MONTREAL

301 ST. JAMES ST.

QUEBEC

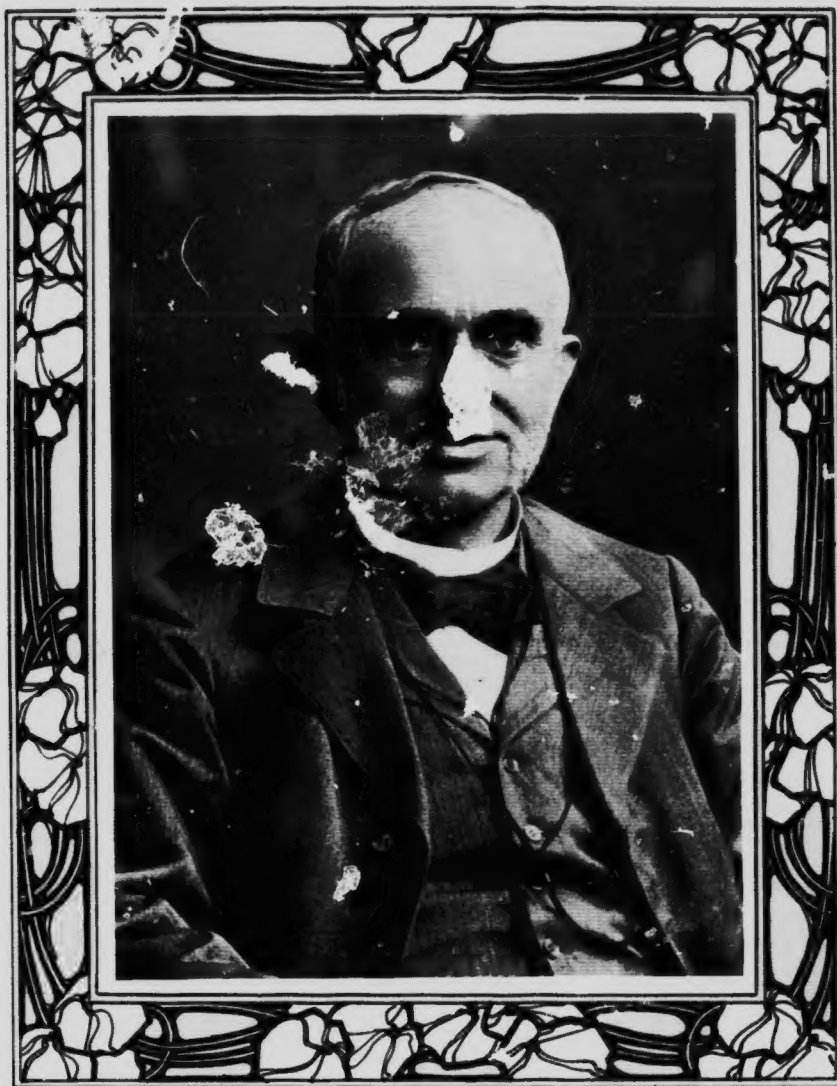
76 BRIDGE ST.

EUROPEAN OFFICE

RITTER STRASSE 92

BERLIN, S. GERMANY

FOUNDER OF THE HOUSE

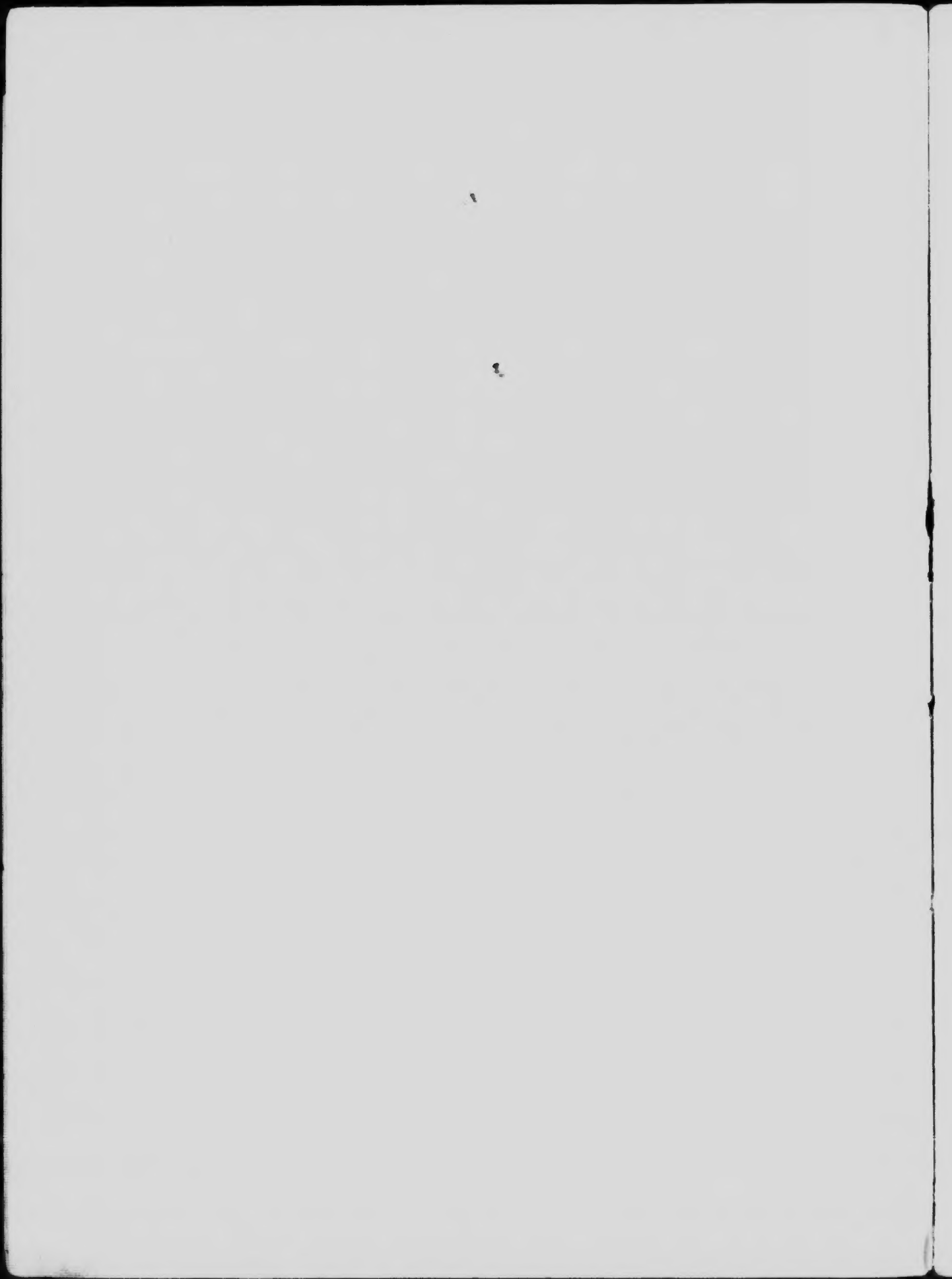


THE LATE HENRY NERLICH

THE FOUNDER OF THE HOUSE AND FATHER OF THE THREE PRESENT PARTNERS, WAS BORN AT FRANKFORT ON THE ODER, PRUSSIA, IN 1828. AFTER FULFILLING HIS APPRENTICESHIP AS A WATCHMAKER, HE CAME TO CANADA AND SETTLED AT TORONTO IN 1848, WHERE HE FOLLOWED HIS TRADE FOR SOME YEARS. HE COMMENCED BUSINESS AS AN IMPORTER OF GERMAN GOODS IN 1858, AND CONTINUED AN ACTIVE INTEREST IN THE HOUSE UNTIL HIS DEATH AT DRESDEN, GERMANY, IN 1901.

NERLICH & CO.

50TH ANNIVERSARY



FOUNDING OF THE HOUSE



ANY of our readers have wondered at the growth of the City of Toronto, but if the city had grown at the same rate as some of its business houses in the past fifty years, it would now be larger than London, England. This statement may sound startling, but it is literally true of a dozen firms in this city. Nerlich & Co. is one of them. When our business was founded, Toronto did not look as though it would grow, in a man's lifetime, to be the home of 300,000 people; nor did Nerlich & Co. show signs of becoming the greatest and largest business of the kind in Canada. Toronto didn't grow just because it happened to be here; neither did Nerlich & Co. There were other reasons both for the growth of the city and the growth of the business.

We of the Twentieth Century should give due credit to those Pioneers of Commerce, who in the early days, with an insight that amounted almost to intuition, staked their little all on the future of the town, and through good and evil report, through long periods of depression and discouragement, held fast to the faith that was in them and lived to see themselves justified and their toil rewarded. Histories of this kind might be written of many of the old firms whose names are now honored from the Atlantic to the Pacific; and on the occasion of the fiftieth birthday of the firm, Nerlich & Co. have decided to tell, as briefly and simply as may be, the story of one Toronto business that has grown to be the largest of its kind in this Dominion.



No. 2 ADELAIDE ST. WEST.
1895-1899

Henry Nerlich, the founder of the firm, came to Canada more than sixty years ago, and settled in Toronto. For a while he worked at his trade of watchmaker, but soon struck out for himself, selling watchmakers' materials to the trade.

Fifty years ago he took an upper floor at 120 Yonge Street, a location occupied for many years by Ryrie Bros., and at present by the Savoy tea rooms. There was hardly enough trade in watchmakers' materials alone, and so presently Henry Nerlich got in a small stock of jewelry, fancy goods and other articles that might be classified as notions. The demand in Toronto was very limited, but taking a trunk full of samples he went out to hunt business in other towns. At a time when railways were few and far between, and when the scanty population was scattered over a wide territory, we can imagine that this branch of his business was a trying one. Money in those days being scarce, sales were few, but he stuck to it, and gradually built up a nice little out of town business which soon became more remunerative than the trade with the city jewellers.

FOUNDING OF THE HOUSE

In 1861 the enterprise was going so well that he was encouraged to take a step that was destined to be fraught with momentous consequences, for it determined the character of the future business. He stocked a few lines of German fancy china, toys and dolls. Articles of this nature were a decided novelty in Toronto then. They sold readily, and this encouraged the young merchant to broaden out. In three years he was in a position to take larger premises, and so the business was moved to a warehouse erected for it around the corner of Adelaide Street by the late Joseph Sheard, father of the present Medical Health Officer of Toronto, and of ex-Alderman Henry Sheard. Shortly afterward, the first partner was admitted to the firm, in the person of Mr. Peter Backer, who had been the first employee, and the trading name was changed from Henry Nerlich to H. Nerlich & Co.



NO. 42 SCOTT STREET
1870-1880

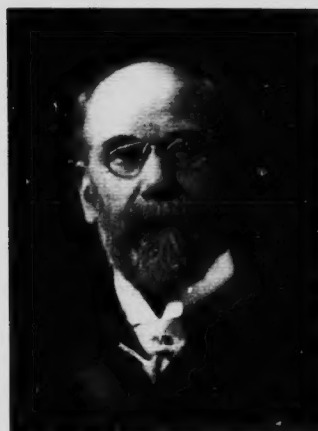
At this time the business of the firm as regards buying was done under difficulties. Most of the goods were imported from Germany, and the practice of Henry Nerlich was to cross the Atlantic every year and purchase the stock. This method ensured careful selection in the European market, but it consumed much valuable time. Finding the plan unsatisfactory the firm tried purchasing by mail, but this also was attended by some drawbacks because of the time consumed in writing and waiting for replies. Two or three months were occupied in placing an order before the goods were shipped, and there was much delay in transportation. Finally Henry Nerlich came to the conclusion that a European branch was necessary, and he himself established one in Torgau, afterwards removing to Dresden, where the European offices of the firm remained until recently. Knowing the Canadian trade as few other men knew it, and being at the very doors of the big German factories, ready to pay spot cash for everything, he was able to pick up many a good bargain, and he was also in a position to see that the goods were promptly shipped to Canada. This move, more perhaps than any other single event, gave the firm that early leadership over its trade rivals that it has since maintained.

Four years of this superior organization made necessary a shift to larger premises, for by 1869 the number of lines dealt in had multiplied, and included tobaccos, smokers' and druggists' sundries. Watchmakers' materials and jewelry had been dropped to make room for the firm's specialties. The firm itself was also enlarged by the admission of Mr. Chas. B. Doherty, who had been travelling for the house, which now became Nerlich, Backer & Co. Enterprise in buying backed up by energetic selling continued to yield their inevitable results and the new firm continued to grow. About this time Henry Nerlich's brother Herman

FORMER PARTNERS



PETER BACKER
Admitted 1865—Retired 1875.



HUGH BLAIN
Admitted 1875—Retired 1880.



C. B. DOHERTY
Admitted 1870—Deceased 1900.



HERMAN NERLICH
Admitted 1875—Deceased 1891.

NERLICH & CO.

50TH ANNIVERSARY

GROWTH OF THE HOUSE

became a partner, and Hugh Blain, formerly bookkeeper, was also admitted. Mr. Backer retired, and on the occasion of this shift the trading name reached its final evolution in Nerlich & Co. This was in 1875, and in 1880 the premises on Scott Street, which had seemed so ample when first occupied in 1869, had become too restricted for the rapidly growing trade. A move was made therefore to 35 Front Street West. Mr. Blain dropped out, but he did not leave Front Street, for he became a member of Eby, Blain & Co., the wholesale grocery house. It was eleven years before there was another change in the *personnel* of the firm, and this was caused by the death of Herman Nerlich. His place was taken by Emil Nerlich, a son of Henry Nerlich, and when the latter retired through advancing years in 1896, his second son, Henry Nerlich, jr., was admitted to partnership. In 1900 Mr. Doherty passed away, and in 1903 Hermann Nerlich, the third son of the founder of the business, entered the firm. Since then the business has been in the control of the three brothers.



NO. 35 FRONT STREET WEST.
1880-1901

In 1893 the demand for more room had led to the taking of the basement at 33 Front Street West. Next year the upper floor had to be leased. In 1897 more space was taken at 39 Front Street West, and in 1898 the stock required still more room, and part of a Bay Street building was leased. These expansions, while necessary, merely begged the main question, and so in 1900 a new building was erected at 146-148 Front Street West. As this building afforded double the space of the premises vacated and provided 60,000 square feet in which goods might be stored and business carried on, it seemed as though the old cry for more room would be set at rest. But in four years another building adjoining the Front street premises, and facing on Wellington Street, had to be erected, and in 1907 two more stories had to be added to the main premises on Front Street.

One of the chief reasons for the constant expansion of warehouse space was the fact that Nerlich & Co. were gradually extending the business to cover all Canada. It may be doubted if to-day there is in the country a wholesale firm whose business extends over a wider territory than that of this concern. The expansion was of gradual growth. In the early days of the House business was strictly local, being confined to the City of Toronto and the surrounding territory. Only one traveller was needed at first; then another man was put on the road, and for a few years only a few of the chief towns in the Province were visited. The next step was to cover all of Old Ontario, but it was not until 1891 that a determined effort was made to sell goods in the Maritime Provinces. So promising was the first receipt in the East for business that the following year a courier of commerce was sent to the West.

MEMBERS OF THE FIRM



EMIL NERLICH

WAS BORN IN 1870 AT TORGAU, PRUSSIA, RECEIVED HIS EDUCATION IN DRESDEN, AND BEGAN HIS COMMERCIAL CAREER BY SERVING A TWO-YEAR APPRENTICESHIP WITH A LARGE EXPORT FIRM IN FUERTH, BAVARIA, AFTER WHICH HE ENTERED THE EMPLOY OF A WHOLESALE HOUSE IN LONDON, ENGLAND, AS SALESMAN.

HE CAME TO CANADA IN 1890, JOINED NERLICH & CO. AS HOUSE SALESMAN, AND IN 1901 WAS ADMITTED TO PARTNERSHIP (AND APPOINTED EUROPEAN BUYER, CONTINUES TO DO THE BUYING FOR EUROPEAN TOYS AND GLASSWARE DEPARTMENTS, AND HAS CHARGE OF FINANCES.

NERLICH & CO.

50TH ANNIVERSARY

GROWTH OF THE HOUSE

He covered Manitoba, the North-West Territories and British Columbia. That territory has proved almost as fertile of business as of wheat, and the great West is a field that the firm has carefully cultivated in the past fifteen years. To-day we have customers, and valued customers, in Sydney, Cape Breton, in the Yukon and in almost every city, town and village intervening.

For the accommodation of the Eastern trade a selling depot was established in Montreal in 1901, and in 1902 a similar agency was established at Quebec. From these hubs travellers radiate through the whole of the Province of Quebec, and our many customers there can inspect samples and purchase stock as readily as though they lived in York County. When it is remembered that since 1898 Nerlich & Co. have issued a Spring and Fall Catalogue annually, the firm's efforts to thoroughly cover Canada from coast to coast will be appreciated. There is no place in the whole Dominion where a letter can travel but an order of goods can follow it, and if there is one thing more than another in which the firm takes pride it is in the thoroughly Canadian scope of its business. All Canada is our selling territory.

Not unfitted to carry on business over so great an area is a firm that carries 15,000 or so lines of stock at all times, representing the product of nearly 2,000 factories, and just as our selling representatives have branched out so have the buyers for the firm. In the early days German goods had practically a monopoly, but to-day our buyers visit England, France, Austria, United States and Japan, and each country contributes largely to our stock, while in many lines the Canadian factories can supply what we want better than any foreign manufacturers.

The necessity of carrying an immense stock that must be cleaned out each season to make way for other novelties is one of the chief problems in our business. For comparatively few articles in the great stock list is there a steady demand year after year. To keep the stock alive and fresh demands the presence in Europe, each season, of the three partners, in addition to the constant buying of the resident purchasing agents there. In the sense that the public taste for change and variety is infinite, the stock of a business like that of Nerlich & Co. is highly perishable. It is absolutely essential, if the firm is to maintain leadership, that the stock shall be kept free from "deadwood." The larger the business becomes the greater the vigilance necessary in purchasing stock. Every item must be carefully selected. That is how Nerlich & Co. were built up. That is how they purpose to remain.

It is as difficult for a firm as for an individual to speak about his work, if it has been good work and successful work, and not appear egotistical; and in conclusion we desire to say in the frankest manner possible that what our firm is to-day it is chiefly because of the goodwill of the Public and the co-operation of the Trade. We have not been in business for half a century without acquiring some wisdom on one or two lines, and we know that without the goodwill of its customers no business can stand for long. We acknowledge in the warmest manner the debt we owe our friends, a debt that can hardly be translated into terms of dollars and cents, as it is something above the gold standard, and is "more to be desired than rubies." The three great assets of any business are its own good name, the goodwill of its patrons and the loyalty of its staff.

MEMBERS OF THE FIRM



HENRY NERLICH

WAS BORN AT DRESDEN, GERMANY, IN 1872. RECEIVED HIS EARLY BUSINESS EDUCATION AS AN APPRENTICED CLERK IN A BAVARIAN EXPORT HOUSE AND LATER WITH A COMMISSION HOUSE IN PARIS. CAME TO CANADA IN 1901 AND JOINED THE BUSINESS FOUNDED BY HIS FATHER FORTY YEARS PREVIOUS. HE MADE HIS FIRST TRIP TO EUROPE AS BUYER OF CHINA, EARTHENWARE AND DOLLS IN 1905, BECAME A PARTNER IN THE FIRM IN 1906, AND STILL CONTINUES TO BUY FOR THE DEPARTMENTS MENTIONED.

NERLICH & CO.

50TH ANNIVERSARY

TORONTO PREMISES



OUR Warehouse in Toronto is situated at 146-148 Front Street West, directly opposite the Union Station.

The main building contains eight floors 40 feet wide with a depth of 250 feet, furnishing 80,000 square feet of space (or almost two acres) under one roof, devoted to Show Rooms, Stock Departments and Offices. Full Package Store Rooms are located in building to north and are conveniently joined by an underground tunnel and bridges. Total space occupied is over 105,000 square feet, and our buildings are provided with every modern improvement for the prompt and efficient handling of merchandise.

NERLICH & CO.

50TH ANNIVERSARY

MEMBERS OF THE FIRM



HERMANN NERLICH

WAS BORN IN DRESDEN, GERMANY, IN 1879. SERVED AN APPRENTICESHIP WITH A GERMAN EXPORT AND COMMISSION HOUSE. SPENT ONE YEAR IN THE ENGLISH POTTERY DISTRICT, AND ONE YEAR WITH A PARIS FIRM.

HE CAME TO CANADA IN 1900. REPRESENTED NERLICH & CO. IN THE MARITIME PROVINCES FOR THREE YEARS AND BECAME A PARTNER IN THE FIRM IN 1903. DOES EUROPEAN BUYING FOR FANCY GOODS AND SOUVENIR POST CARD DEPARTMENTS.

NERLICH & CO.

50TH ANNIVERSARY

RESIDENT EUROPEAN STAFF



CARL HÖRL
European Manager.



H. WEISSE
Accountant.



B. MEYER



PAUL STIER



MAX GÄNICKE

NERLICH & CO.

50TH ANNIVERSARY

EUROPEAN BRANCH

THE many advantages to be gained by maintaining an European office were so apparent from the very foundation of the House, that as early as 1865 a permanent office was opened at Torgau, Prussia. At the time of the Franco-Prussian war, in 1870, removal was made to Dresden, where



the office was maintained until 1903, when the greatly altered conditions made it desirable to change the location to the German Capital.

In the quarters now occupied at Ritter Strasse, 92, Berlin S., in addition to the offices a packing and forwarding business is carried on in goods made by the many manufacturers in the district.

NERLICH & CO.

50TH ANNIVERSARY

MONTREAL BRANCH



T. F. CLARKE
Manager.



J. DUBRULE

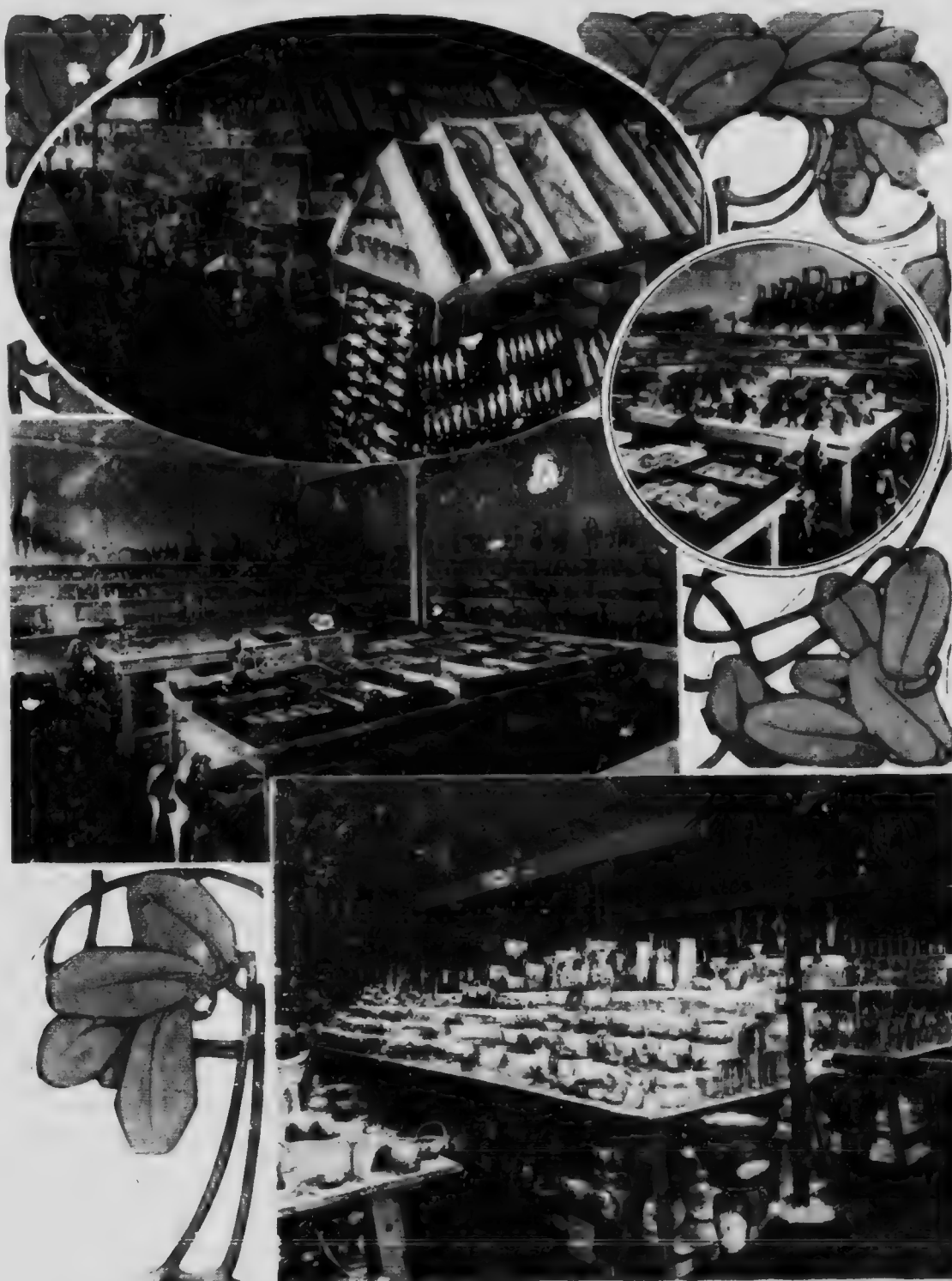


J. GARIÉPY

OUR Montreal branch is very centrally situated, being located at 301 St. James St., with the sample rooms facing on Victoria Square. The full line of samples carried, in addition to serving the requirements of the city and immediate vicinity, is found a convenience for many of our customers throughout the Dominion who visit Montreal.

Mr. T. F. Clarke, the manager of the branch, joined the selling staff of the House in 1880, and for many years covered the entire territory east from Toronto to Quebec City.

SAMPLE ROOMS-MONTREAL BRANCH



NERLICH & CO.

50TH ANNIVERSARY

QUEBEC BRANCH



M. FRIGON
Manager



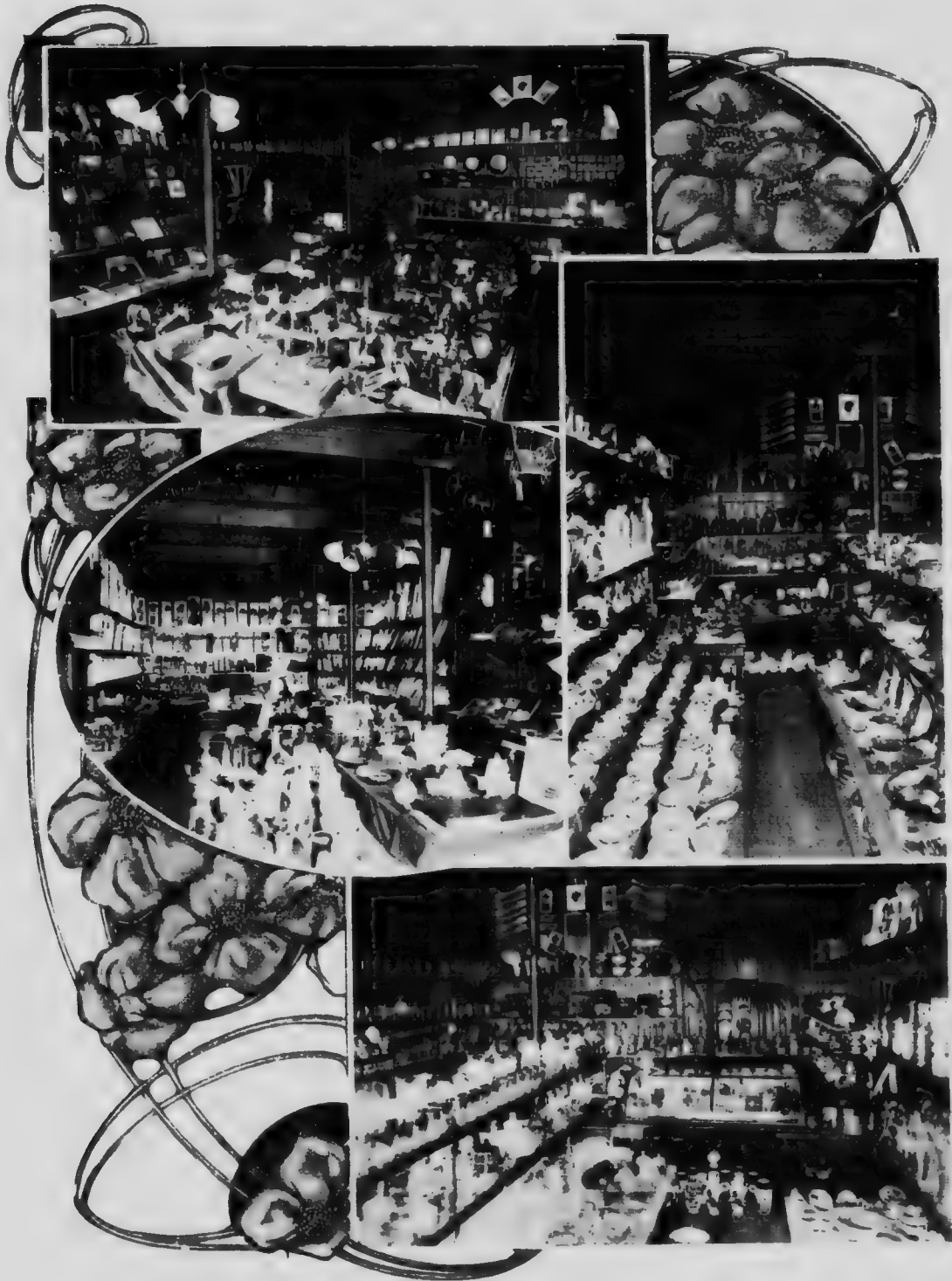
J. A. GODBOUT A. HELLISSEY



THE Quebec branch, located at 76 Bridge Street, was opened in 1902 as selling headquarters for the adjoining territory, and full lines of samples are displayed the year round.

Mr. Maurice Frigon, who has charge of the branch and of the travelling salesmen in Eastern Quebec, joined Nerlich & Co. in 1901, but was for many years previous familiar to Eastern buyers as representative of Messrs. H. A. Nelson & Sons.

SAMPLE ROOMS—QUEBEC BRANCH



NERLICH & CO.

50TH ANNIVERSARY

SELLING STAFF



JOHN BURNS
Western Ontario.



W. T. YATES
Western Ontario.



T. STEWART
Western Ontario



G. PRIESTMAN
Eastern Ontario

SELLING STAFF

JOHN BURNS joined the House in 1871, and bears the distinction of having represented the firm in Western Ontario continuously for 37 years. He formerly carried the entire line, but since 1904 has specialized on China, Glass and Earthenware.

GEO. PRIESTMAN started with the House in 1887 and has covered Eastern Ontario with China, Glass and Earthenware since 1903.

T. STEWART has been with the House since 1896, and on the road since 1899. He carries Fancy Goods, Dolls, Toys, Sporting Goods and Smallwares in Northwestern Ontario.

W. T. YATES, for many years a travelling salesman for Messrs. Gowans, Kent & Co., joined Nerlich & Co. in 1906, and represents the China, Glass and Earthenware departments in Northwestern Ontario.

CHAS. MONTGOMERY, after some years' experience in the retail trade, took a position on the House staff in 1903. Has been the firm's representative in Manitoba since 1904.

J. M. DONOVAN joined the House in 1902, and has represented Fancy Goods, Toy and Smallware departments in British Columbia and the North-West Provinces since 1906.

J. J. RITCHIE, who was for many years with Messrs. Gowans, Kent & Co., joined the Nerlich forces in 1906 as representative in British Columbia and the North-West Provinces for the China, Glass and Earthenware departments.

VERNER S. JOSEY has represented the House in New Brunswick, Nova Scotia and Prince Edward Island since 1903. He carries the entire line.

E. NESBITT joined the House staff in 1899, and started on the road in 1904. His territory is Southwestern Ontario, and he carries a complete line of Fancy Goods, Toys, Smallwares and Sporting Goods.

G. H. BRAIN covers Eastern Ontario with Fancy Goods, Toys, Smallwares and Sporting Goods. Joined the House in 1906.

H. A. SMITH, general salesman and chief of the Toronto House selling force, joined the staff in 1904 after some years' experience in a large New York wholesale.

W. A. HART represented the firm on the road in Western Ontario for some years, and in 1907 joined the House force as salesman in charge of special show rooms then opened for Smallware department.

I. SIMONSKI has been general representative in the City of Toronto since 1905.

B. N. DAVIS specializes on the Druggist and Tobacconist trade in the City of Toronto.

SELLING STAFF



J. J. RITCHIE
North-West Provinces.



J. M. DONOVAN
North-West Provinces.



C. MONTGOMERY
Manitoba and New Ontario.



VERNER S. JOSEY
Maritime Provinces.

SELLING STAFF



E. NESBITT
Western Ontario



G. H. BRAIN
Eastern Ontario.



I. F. SIMONSKI
City of Toronto.



B. N. DAVIS
City of Toronto.



T. MITCHELL
*At the Entrance
Toronto Sample Rooms.*

NERLICH & CO.

5TH ANNIVERSARY

SELLING STAFF



H. A. SMITH
Toronto Sample Rooms.



W. A. HART
Toronto Sample Rooms.



MISS MAHONEY
Toronto Sample Rooms.



MISS S. KELLEY
Toronto Sample Rooms.



H. GORDON
Toronto Sample Rooms.

NERLICH & CO.

50TH ANNIVERSARY

CATALOGUE DEPARTMENT



R. F. WILTON
Catalogue Manager



H. G. BRETZ V. E. WEBBER



IN the Spring of 1898 the first Catalogue was published. It contained only 32 pages, but the experiment proved satisfactory, and the following Fall a larger edition, including Fancy Goods, Dolls, Toys and Games was issued. Later on the Catalogue was enlarged to include all departments, and to-day forms the means of presenting our immense range to thousands of merchants throughout Canada who are beyond the reach of our travellers or show rooms.

Mr. R. F. Wilton joined the House in 1896, and has had charge of the Catalogue and Advertising department since it was organized in 1898.

OFFICE FORCE



W. H. PERRY
Cashier



T. COLLATON
Stock Records.



E. H. STORMS
Office Manager.



H. CAHLEY
Bookkeeper.



H. HELSTROP
Bookkeeper.

OFFICE FORCE



A. BIRNBAUM
Order Dept.



C. P. COXALL
Invoice Dept.



E. MACE
Invoice Dept.



F. VENATOR
Invoice Dept.



MISS M. MAHONEY
Order Dept.

OFFICE FORCE



H. EDELBÜTTEL
Import Dept.



D. G. MOODY
Cost Calculations.



MISS L. BROWN
Customs.



W. A. DUNCAN
Adjuster



B. ROBINSON
Sales Records.



J. DUFFON
Main Clerk.

OFFICE FORCE



MISS J. CAMPBELL



MISS L. SHUTER



MISS E. CHRISTNER



MISS N. KERR



MISS C. HUTCHESON



MISS E. BARTON

SMALLWARE DEPARTMENT



W. POTTS
Drug Sundry Section.



A. GARRETT
Pipes and Smokers' Sundries.



WALTER H. CUTLER
Dept. Manager and Buyer.



H. F. MEREDITH
General Smallware Section.



R. H. SUTHERLAND
Leather Goods Section.

SMALLWARE DEPARTMENT



THE Smallware Department is devoted to Druggists' and Tobacconists' Sundries, Leather Goods, Musical Goods, Cutlery, Clocks, Stationers' Sundries, Souvenir Jewellery and General Smallwares.

Mr. Walter Cutler, the manager and buyer, joined the House in 1900, and took charge of the department in 1902.

CHINA AND EARTHENWARE



W. KIRK
*German and Austrian
Fancy China.*



F. TUCKER
*English China and
Earthenware.*



A. CAMPBELL
Dinnerware.

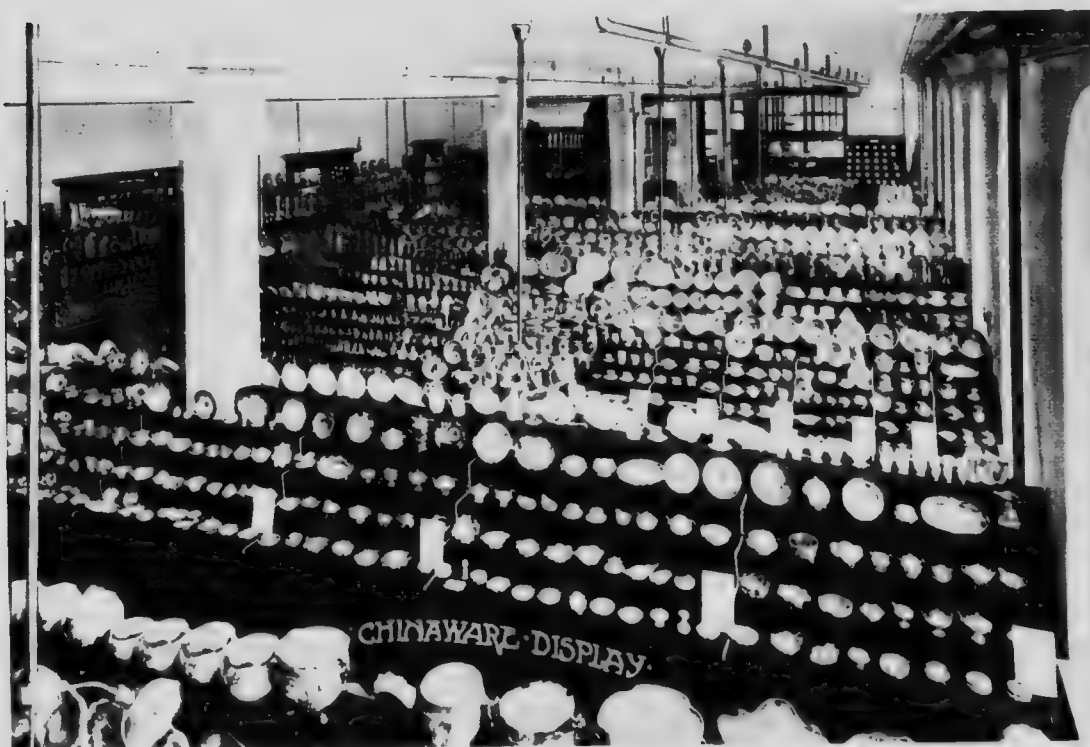


G. EALEN
Japanese China.



MISS N. ZARFASS
Royer's Secretary

CHINA AND EARTHENWARE



THIS department comprises German, Austrian and French China, English China, Semi-Porcelain, Earthenware, Majolica Ware, Fine Art Pottery and Japanese China.

In the early years only fancy lines were handled, but in 1901 Open Stock China Dinnerware patterns were introduced.

English Semi-Porcelain Dinnerware is the latest addition of importance made to the range.

Mr. Henry Nerlich has done the buying for the department since 1893, and spends considerable time each year in the foreign markets.

NERLICH & CO.

50TH ANNIVERSARY

GLASSWARE DEPARTMENT



F. SIMMONDS
Import Glass Section



J. BOWMAN
Cut Glass Section



T. HEAPS
Full Package Glassware



A. PICKERSGILL
American Glass Section

NERLICH & CO.

50TH ANNIVERSARY

GLASSWARE DEPARTMENT



IMPORTED Glassware has been handled by the House since its earliest days, and a specialty is made of Bohemian Fancy Glass. American Pressed Glass was added in 1904, and the department was further enlarged by the addition of Cut Glass to the line in 1906.

Mr. Emil Nerlich is the department manager and buyer.

FANCY GOODS DEPARTMENT



THE lines in this department include German, Austrian, French and English Fancy Goods, American Fancy Goods and Japanese Fancy Goods and Basket Wares. An Import Order business is conducted in all lines handled.

Mr. Hermann Nerlich is the department manager and buyer for European Fancy Goods and Post Cards, and Mr. W. J. Anderson does the American buying.

NERLICH & CO.

50TH ANNIVERSARY

FANCY GOODS DEPARTMENT



H. TYLER
*European Fancy
Goods.*



N. EDGER
*American Fancy
Goods.*



F. HILDER
Post Cards.



A. STEED
Import Sales.



W. REILLY
Basket Wares.

NERLICH & CO.

50TH ANNIVERSARY

IMPORTED TOY DEPARTMENT



E. SCHWEITZER
Asst. Manager.



R. GROTTNER
Buyer's Secretary.



B. MACORQUODALE



L. MARKUS

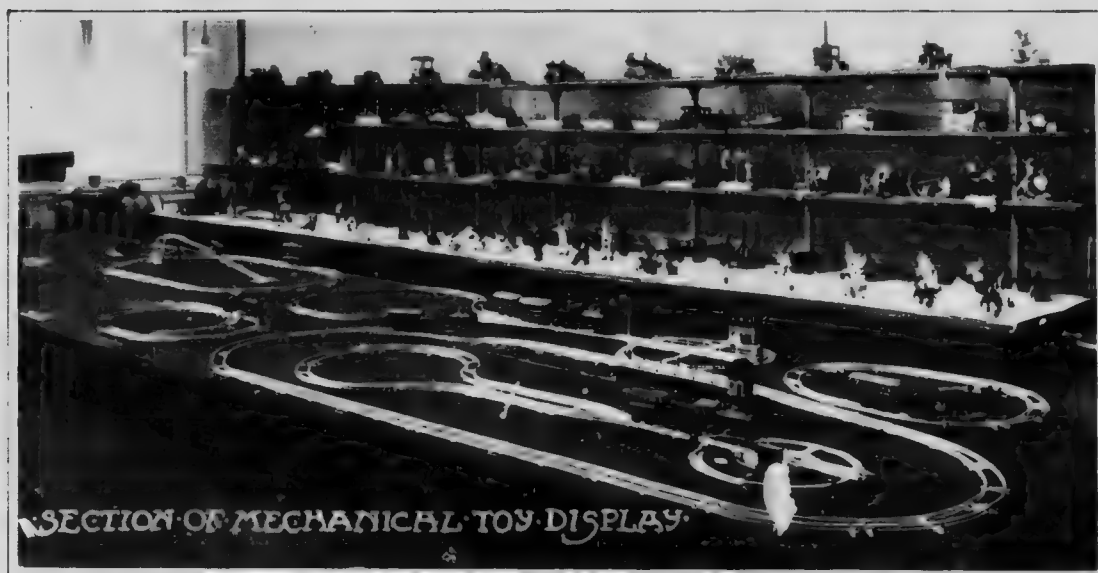


A. SINCLAIR

NERLICH & CO.

50TH ANNIVERSARY

IMPORTED TOYS



RECORDS of the early history of the House show that toys were imported direct from the small German makers as early as 1862, and although the demand was at first very limited, the trade grew steadily with the country, until to-day a large department is devoted to this line.

The Imported Toy Department is under the personal management of Mr. Emil Nerlich, who devotes three months each year to the selection of his line direct from the hundreds of small makers he visits.

NERLICH & CO.

50TH ANNIVERSARY

AMERICAN TOYS AND SPORTING GOODS



J. HORAN
American Toy Section.



MISS T. BOAKE
Buyer's Secretary.



W. J. ANDERSON
Dept. Manager and Buyer



A. DEWAR
Sporting Goods Section.

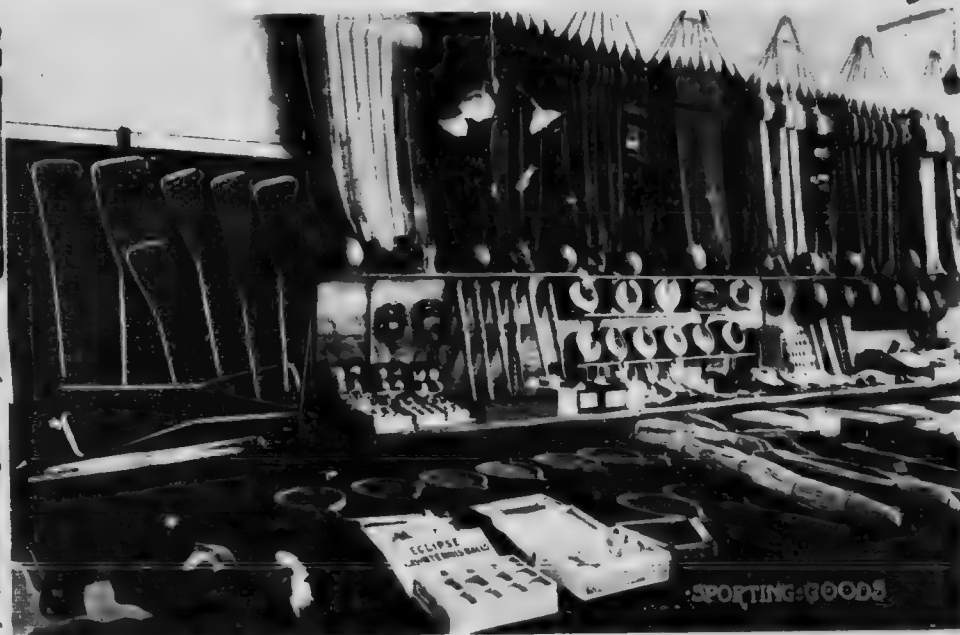


A. ROBERTSON
Whee' Goods Section.

AMERICAN TOYS AND SPORTING GOODS



THIS department handles American and Canadian-made Toys and Novelties, Toy Books, Juvenile Books, Games, Sporting Goods, Hammocks, Tents, Flags, etc., and Children's Wheel Goods and Sleighs. Mr. W. J. Anderson, the department manager and buyer, joined the House in 1900, after serving many years as North-West representative for the old Fancy Goods House of Henry Smith, and later for the Fancy Goods Company, Limited.



NERLICH & CO.

50TH ANNIVERSARY

DOLL DEPARTMENT

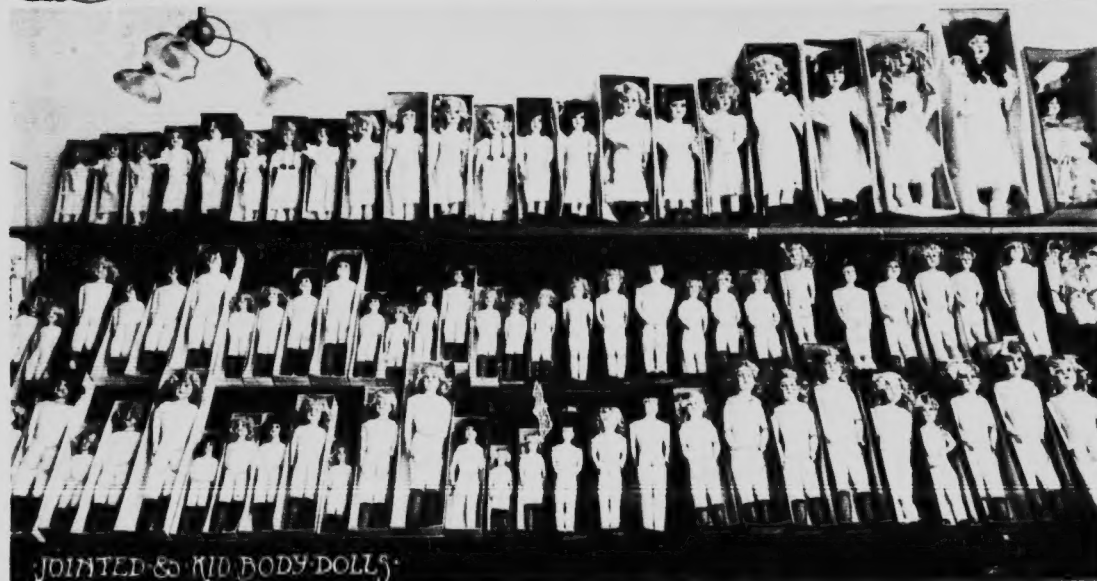


SECTION OF DRESSED DOLL DISPLAY



DOLLS have been an important line with the House since its earliest days, and for many years an import business has been conducted in this line in addition to the stock-order business.

Mr. Henry Nerlich has bought for this department for the past fifteen years, and spends considerable time in the doll-making districts in Germany each year, personally selecting all samples and having special lines gotten up for the Canadian market.



JOINTED & KID BODY DOLLS

NERLICH & CO.

50TH ANNIVERSARY

WAREHOUSE EXECUTIVE



J. T. SUTHERLAND
Assistant Warehouse Manager.



EDWARD ASH
Mechanical Superintendent.



W. E. SMITH
Warehouse Manager.



JOHN DAVIES
Shipper.



C. BECK
Assistant Shipper.

NERLICH & CO.

50TH ANNIVERSARY

PACKING DEPARTMENT



W. KIRKHAM



F. ROBINSON



F. REDICAN
*Foreman Packing
Department.*



J. BILLINGS



W. MCKEE

CHECKING DEPARTMENT



O. PEDLAR



T. MORRISON



H. HARE



T. MURPHY



L. V. WILLIAMS

NER

CO.

50TH ANNIVERSARY